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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

I sold TV set in the mid 80's when stereo TV was first introduced. I talked to consumers and tried to get them to buy stereo TV sets and the problem is that 90% of all consumers receive their signal from cable TV companies who did not want to spend the money to upgrade their equipment to transmit stereo. And the consumer always said "If I can't receive the stereo signal why pay the money"

I am sorry but you folks shot and missed. Until cable companies bring HDTV into homes their will be no demand for HDTV sets, and no reason for manufactures to produce them. You must start with the cable companies and not TV manufactures because you must create demand. You can't tell consumers to go back to putting antennas on their roofs either. No one cares about watching local news in HDTV. They want ESPN, HBO, TMC, and Discovery in HDTV. You must create demand and the only way to do that is make consumers want to buy a HDTV. Where there is demand manufactures will willingly follow. The only way to create demand is to tell consumers that if they buy a HDTV today you can be watching HBO movies in HD an hour from now. I would buy a HDTV today if my cable company was sending the signal into my home. The cable companies are the ONLY holdup.

What you are doing is telling car makers to stop making cars the run on gas today, and for consumers to start buying these cars today in hopes that they might be able to buy fuel for these new cars in 5 or 10 yrs. People will not buy HDTV's until cable companies already have "HD Fuel" available for them.

Gary Warner

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